

The background features a light gray network diagram with nodes and connecting lines. Several social media icons are placed within the network: a Facebook 'f' logo, a YouTube logo, a LinkedIn 'in' logo, a blue Twitter bird, a red Pinterest 'P' logo, and an Instagram camera logo.

Measuring Passive Engagement with Health Information on Social Media

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Outline

- Objective
- Key Concepts
- Motivations
- Related Work
- Theoretical Model
- Future Work

Objective

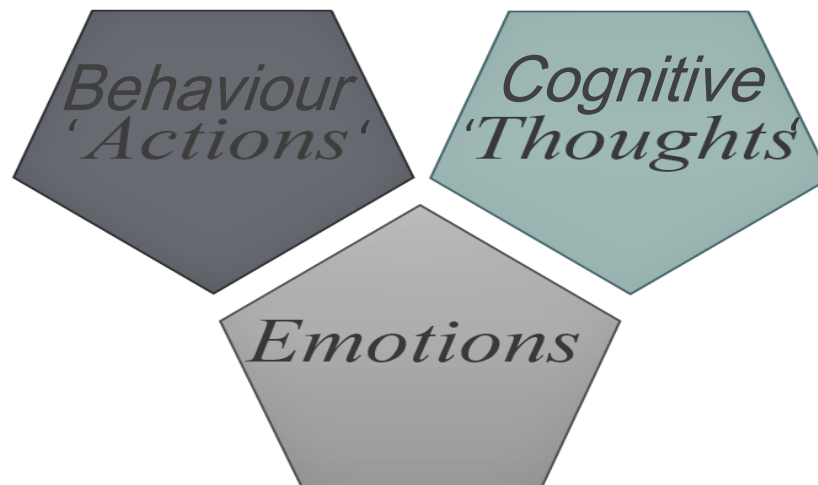
- Engagement with health content on social media enables effective health communication and health promotion strategies.
- Healthcare professional and policymakers potentially benefit from the understanding of users' engagement role from a strategy focused on improving health care through messages on social media.

Engagement with Social Media Content



User Engagement

- Little to no consensus exists on the definition of “engagement” on social media platforms.
- The most common definition of user engagement has three dimensions: “the **emotional**, **cognitive**, and **behavioural** experience of a user with a technological resource that exists, at any point in time and over time” [1].



User Engagement

- Engagement defined as only psychological, a 'state of mind'.
- Passive engagement, considered by some researchers as a particular type of psychological user engagement.
- It occurs even when no action is made online.
- It create more objective data than subjective measurements.

Engagement Measurement

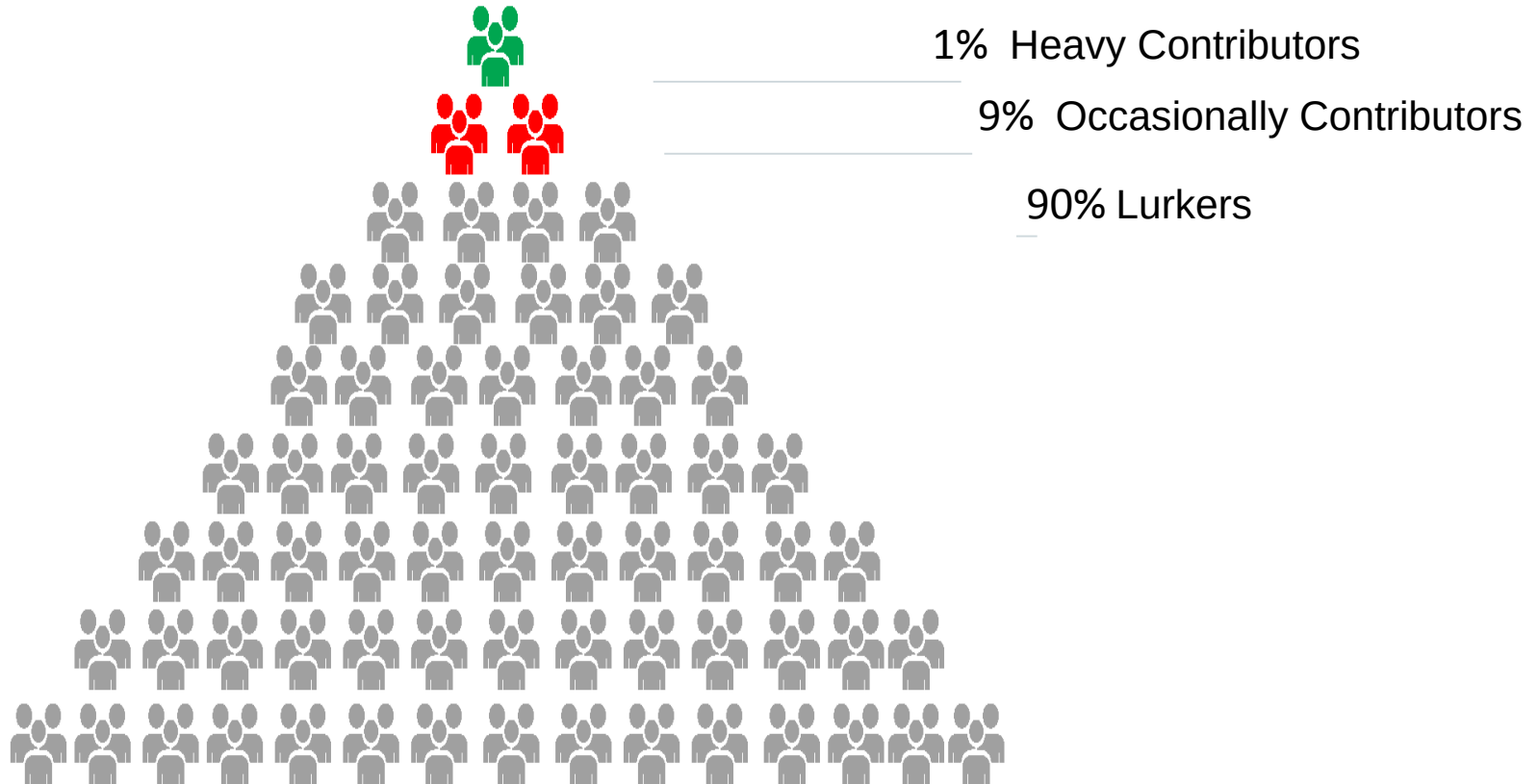
- The three dimensions capture the holistic nature of user engagement.
- The ideal measurement would apply across all three types, if possible or necessary.
- If this cannot happen, it is vital to use several measurements of the same type to assure reliable and valid data collection

Engagement Measurement

- A myriad of management tools have been developed to measure ***behavioural engagement experience***.
- Our focus on **how the other two dimensions**, the **cognitive** and **emotional**, have been measured and consider proposed changes in measurement especially in the non profit context (concerning public health)
- We also present a theoretical model of measuring passive user engagement with health content on social media.

Motivation

The Rule 90-9-1 (By Nielsen)



Motivation (cont.)

- Social media content engagement can lead to offline behaviours like word of mouth, for example, are extremely important.
- The value of developing psychologically pleasing content for a specific customer base is highly recommended.
- It is noteworthy that metrics do not exist to measure social media content engagement and its potential for powerful influence.

Motivation (cont.)

“What matters :earning attention on social media,
not chasing numbers.”

Gary Vaynerchuk

Motivation (cont.)

- Psychological engagement with social media content does not necessarily always lead to the social media behavioural interaction with content , and vice versa.
- Social media behavioural interaction with content can generate large amounts of information in the form of:
 - user reviews and indicators (such as ‘likes’) allowing for informed decisions regarding trips, or online purchases (which can be false engagement).

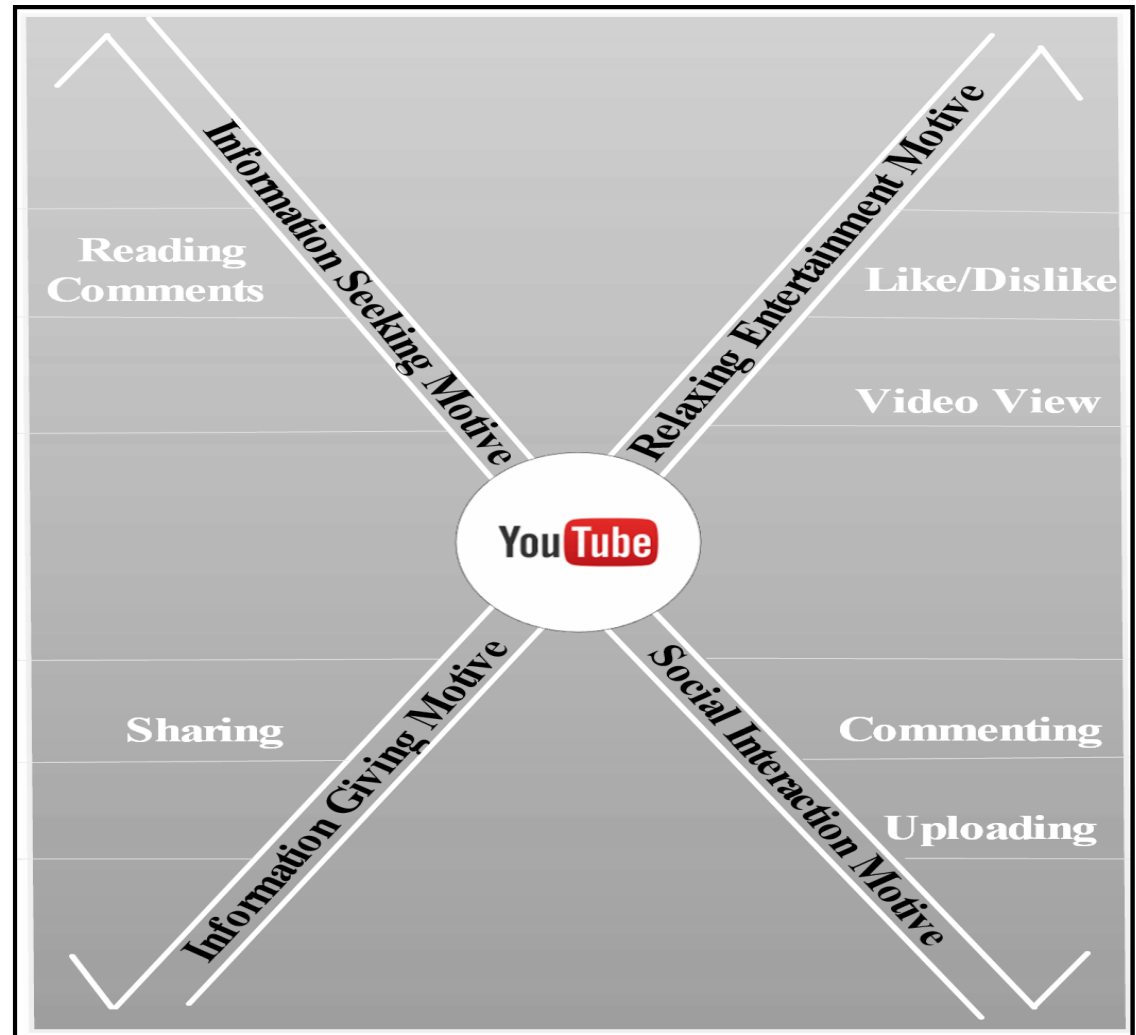
Measurements

How Passive Engagement Is Evaluated?

- There is no agreed upon measure for this type of engagement.
- It is evaluated in relation to users' drivers and business outcomes.
- Different motivations for user interaction with UGM. Some users want ***entertainment*** , others ***social interaction***, and still others ***self-expression***.

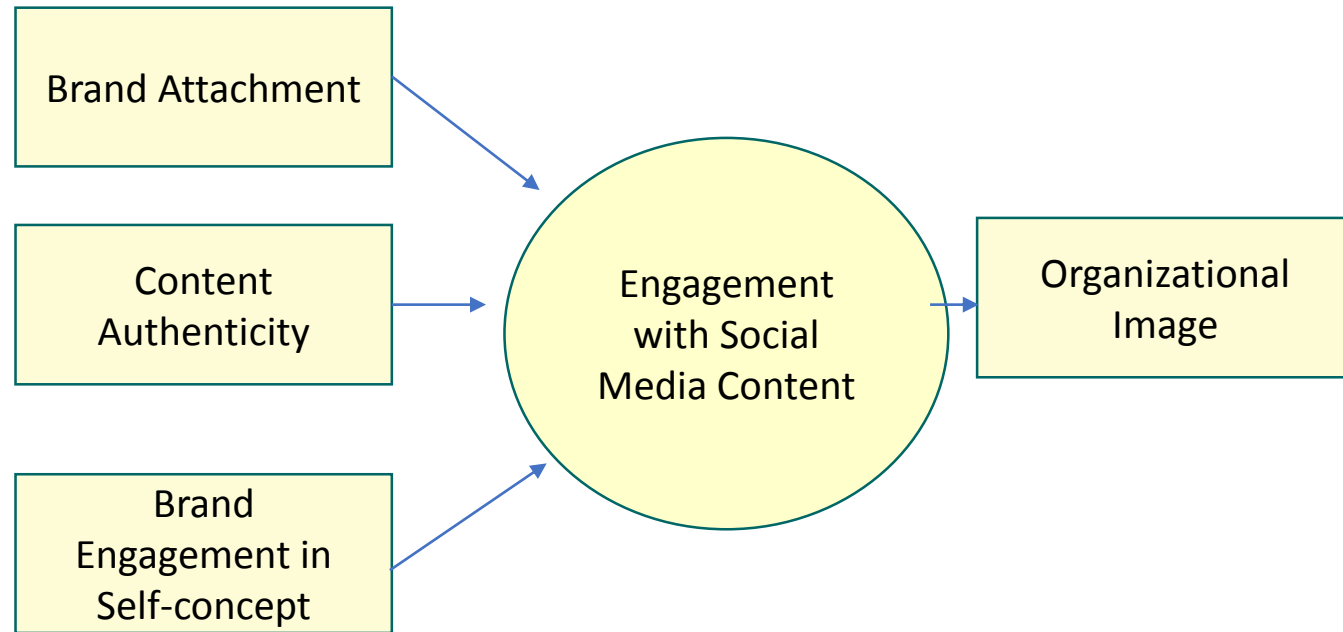
What motivates user participation and consumption on YouTube? (Khan, 2017)

- These researched behaviours provide insight for businesses seeking to make the exchange of entertainment value between content views and comments more attractive for new users.



AN APPROACH FOR MEASURING ENGAGEMENT WITH SOCIAL MEDIA CONTENT. (Sydral,2016)

- Brands and social media marketing practitioners could benefit from these drivers moving them beyond the arena of sharing and liking which are often inadequate.

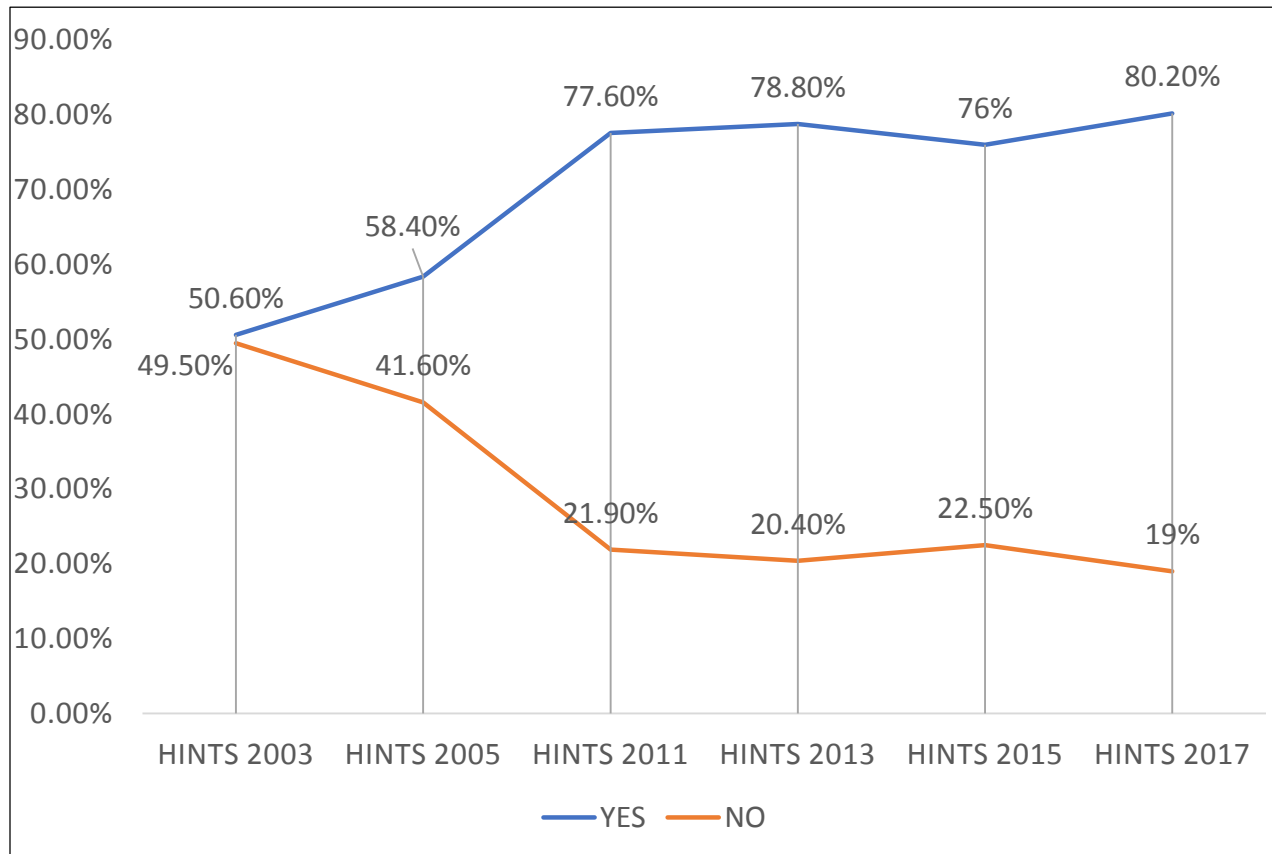


A conceptual model of drivers and an outcome of psychological engagement in the context of non-profit marketing

A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. The nodes are represented by circles of varying sizes, some with concentric rings, and the lines are thin and grey. The overall structure is organic and sprawling, suggesting a social or data network.

Engagement with Health Information on Social Media

Users health-information seeking via the Internet 2003-2017

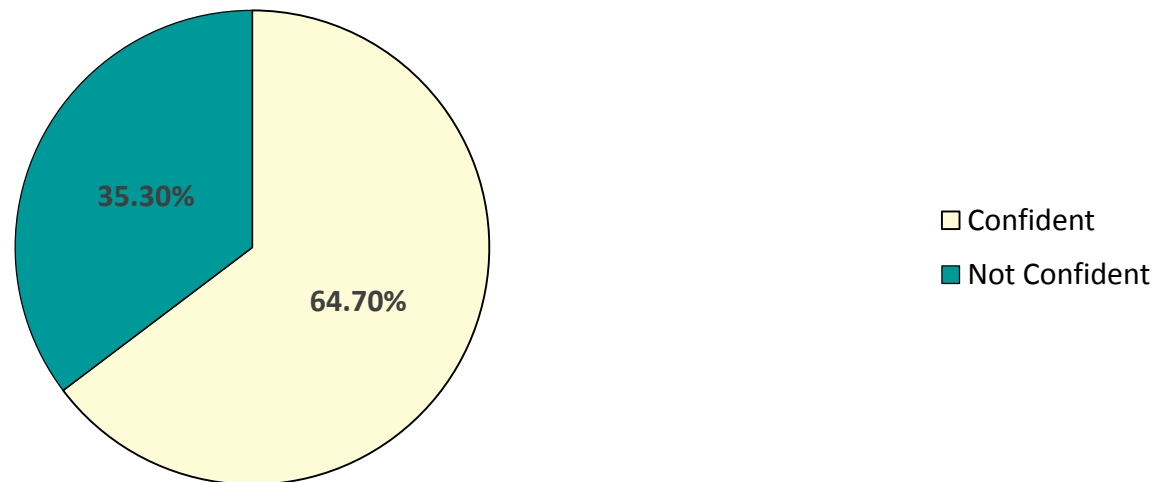


Percentage of People Looking for Health or Medical Information on the Internet
Source: (HINT) Health Information National Trends Survey

Health Professional Presence on Social Media

- Freedom of sharing information on social media can inform or misinform the public.
- The degree of influence that social media has as a source of information on a person's health decisions (e.g. vaccine or the formula-breast milk dilemma) needs to be explored further.

The Health Information National Trends Survey 2012 (HINTS)



- Physicians presence in patient communities contribute to correcting misconceptions.

“

Personally, I feel to ignore the intersection between health care and social media is to potentially ignore our own relevance as a health care practitioner during the next decade

“

-Howard Luks

MD orthopedic surgeon and digital media and medicine specialist.

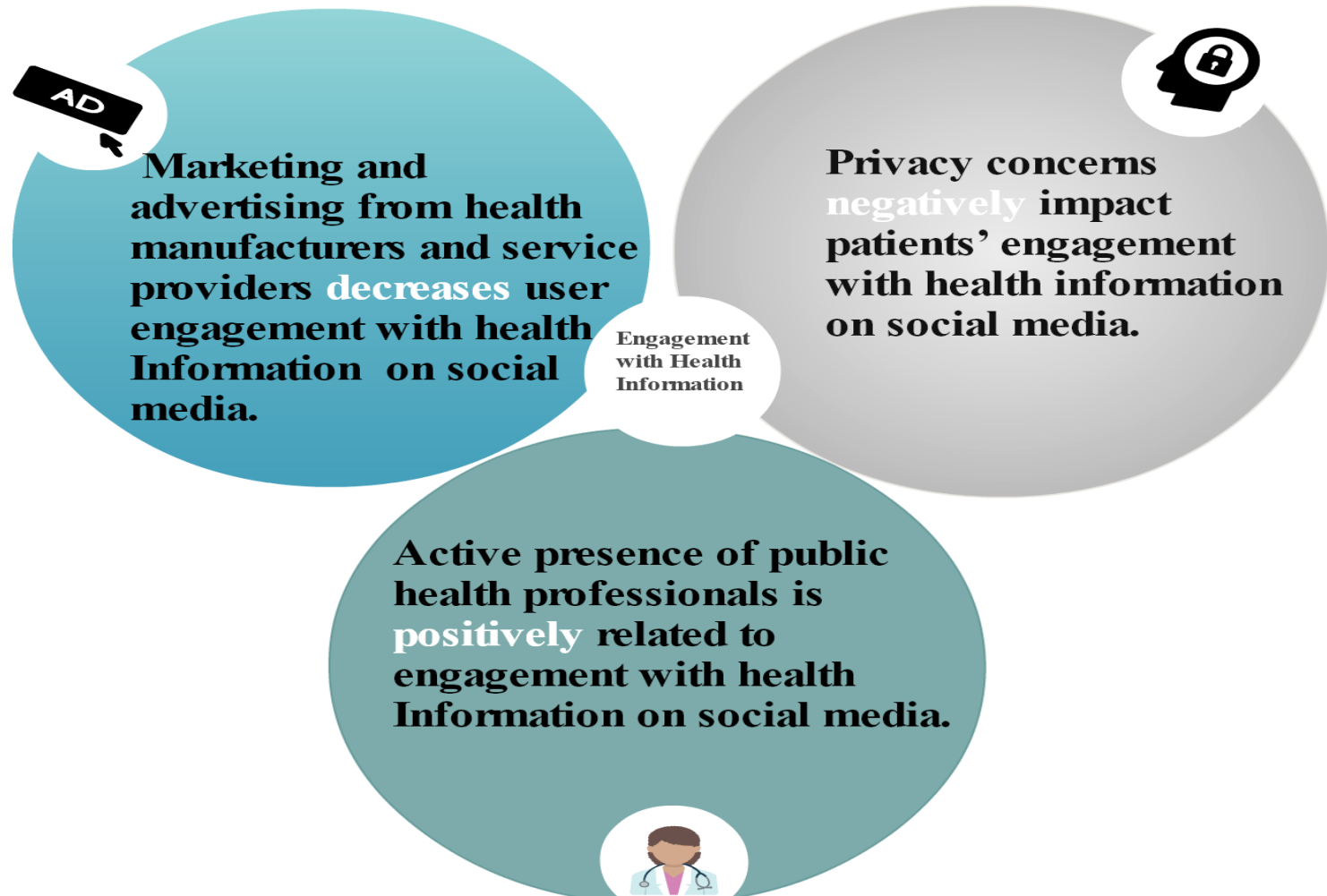
Marketing and Advertising

- Social media is utilized for marketing purposes by pharmaceutical companies, biotechnology firms, and manufacturers of medical equipment.
- Consumer lose their trust in a source when it posts about its own drug or product.
- Inappropriate and excessive use of drugs as well as an increase in money spent on high priced drugs resulted from direct advertising of health products.

Privacy Concerns

- Insufficient confidentiality exists in the social media space.
- Users do not want to be discovered engaging on the web due to the stigma associated with certain health conditions.
- The absence of online patient privacy and consent processes of health information on social media obstruct (or stop) user engagement.

Factors Behind Engagement with Health Information- theoretical



Future Work

- Discover further drivers with essential outcome variables related to user engagement with health information on social media may be added.
- Investigate and develop reliable methods of measuring passive engagement with health content on social media.
- Compare interactive engagement with passive engagement related to the engagement of health information on social media.
- Provide a framework that evaluates health content created especially for social media users, those that aim to engage users.

Thank You!

Any questions?

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